

**Eastern West Virginia
Community & Technical College**

Program Review

Business Management, Certificate Program

June, 2011

Approved by Assessment: 5-31-11 e-vote

Approved by LOT: 6-8-11 e-vote

Approved by Cabinet: 6-14-11

Approved by Board of Governors:8-17-11

**Eastern West Virginia Community and Technical College
Program Review Certificate in Business Management**

Name and degree level of program:

Business Management Certificate Program.

Synopses of significant findings, including findings of external reviewer(s):

In the past, all prospective business students applied for the AAS in business management rather than enrolling in the certificate program. There did not appear to be interest in a certificate in business management which required a college level math. This requirement discouraged many business students from pursuing a certificate due to the fact that the majority of the students registered for their college level math during their sophomore year. By the time the students completed their math requirement, they could graduate with an associate degree and as a result did not see the value in also obtaining the certificate.

Plans for program improvement, including timeline;

As the business management program helped the college to establish other AAS and certificate programs to serve the needs of the local employers and to help students to specialize in other fields, the number of graduates of the certificate program is expected to remain at a constant rate of 6 students per year for the next five years. However, the quality of the program is expected to improve significantly as the college plans to hire its first full time business faculty in the near future. The quality of the program would also improve as other related AAS and certificate programs become more firmly established and as the college hires more general education faculty including a faculty in computer information systems. The College is planning to explore offering the entire business management program online.

Identification of weaknesses or deficiencies from the previous review and the status of improvements implemented or accomplished;

To allow business students to graduate after completing 30 credit hours without requiring a college level math and at the same time making the program more flexible, the following revision to the certificate program was proposed and approved:

“This is a recommendation to remove the college level math requirement for business management certificate and replace it with a business management elective. This recommendation allows students to enhance their business management skills by taking an additional business course.

This is also a recommendation to allow business students to take English Composition II which is offered every semester as a replacement for Communications in Business. This flexibility allows students to select a communications course based on their needs and preferences.”

The business management certificate program is assessed and revised through a continuous

improvement process. Four separate areas of emphasis in an earlier version of the program were merged. This change made a significant number of important though previously restricted business elective courses available to all business students and allowed the students to enhance their skills by selecting courses from a comprehensive list of business electives based on their discretion and needs. As the program became more flexible and made important courses like entrepreneurship available to all business students, also positioned the college for two entrepreneurship grants totaling \$55,000.

Five year trend data on graduates and majors enrolled:

Five year trend data on graduates and majors enrolled:

Enrollment and Graduates from Fall 2005 to Fall 2010

| | Headcount | FTE | Full Time | Graduates |
|--------------|------------------|------------|------------------|------------------|
| Fall 2005 | 0 | 0 | 0 | 0 |
| Spring 2006 | 0 | 0 | 0 | 0 |
| Fall 2006 | 0 | 0 | 0 | 0 |
| Spring 2007 | 0 | 0 | 0 | 0 |
| Fall 2007 | 0 | 0 | 0 | 0 |
| Spring 2008 | 0 | 0 | 0 | 0 |
| Fall 2008 | 0 | 0 | 0 | 0 |
| Spring 2009 | 0 | 0 | 0 | 0 |
| Fall 2009 | 1 | .2 | 0 | 0 |
| Spring 2010 | 2 | .8 | 0 | 0 |
| Fall 2010 | 3 | 1.7 | 0 | 0 |
| Total | 6 | 2.7 | 0 | 0 |

Before the proposed revision, only one student graduated with a certificate business management. However, this year three students benefitted from the revised curriculum and have indicated that they would apply for graduation this coming fall. All these students are planning to continue working on AAS degree in business management.

The number of students benefitting from this flexibility is expected to increase significantly with at least six students are expected to graduate annually due to the revision of the certificate. Many of these graduates are expected to continue toward AAS degree in Business Management.

The only graduate of the program is a senior citizen who owns and operates her own recycling business.

Summary of assessment model and how results are used for program improvement:

The business courses and the business management program are regularly evaluated by the Academic Program Director and by the assessment committee. Each semester several courses

are assessed and the results of the assessments are posted on the college website for the faculty review.

Course assessment of challenging courses like Accounting, Principles of Micro and Macroeconomics, and Spreadsheet Software indicated that the students' performance would improve if the college offered more face-to-face courses, allowed students to take all of their required and elective courses in face-to-face format and provided tutoring services. The revision of the certificate program along with hiring a tutor and increasing the number of face-to-face sections, have improved the students' success in these courses.

Assessment of academic achievement incorporates standardized processes to assess accomplishment of student learning and the College mission. Program assessment, incorporating four levels of assessment: Entry Level, Process Level, and Long Term Level. All of the aforementioned assessment levels serve as the core of the assessment plan. Such activities include review of enrollment patterns and tracking studies. Course evaluation surveys are administered each semester in all course sections with enrollment of six or more students. Course completion rates and student tracking studies are used as measures of overall program success. Students are tracked through target courses in the program.

Data on Student Placement;

The certificate in business management has only one graduate. This graduate is the owner and operator of a small business.

Final recommendations approved by governing board;

This is a recommendation is to continue offering the program in its current format with full-time day and part time evening implementation; build stronger pathways between Workforce Education to increase enrollment in the certificate program and encourage students to start in certificate programs and build into the AAS to provide students with more credential options and increase completion rates and explore feasibility of offering program as a web-based program.